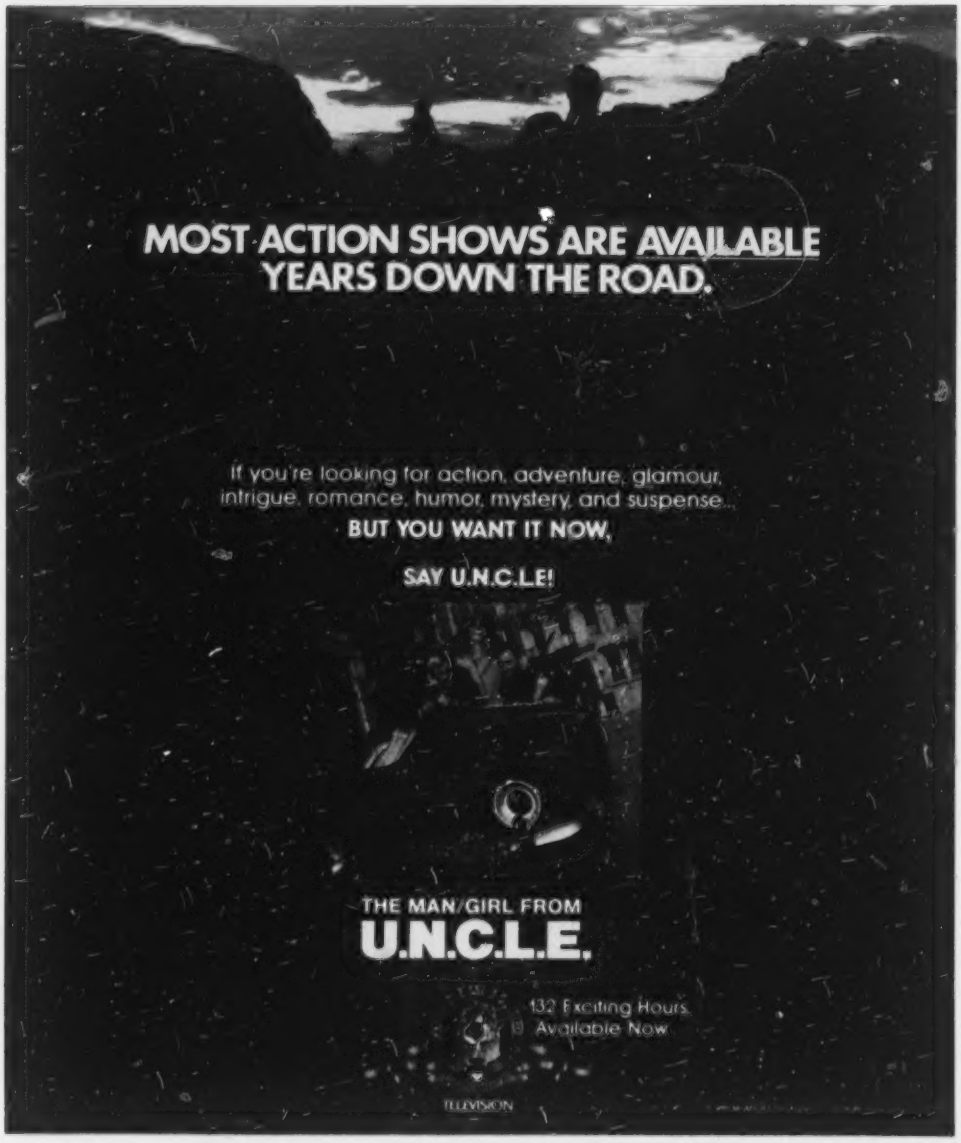
C 1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 19



BETHESDA MD 20814

20814SRI AT850I ZWZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY

54th Year 1985
Going to the summit over super radio
Scrambling scramble

Vol. 109 No. 8

Broadcasting Aug 19

Summit on Super Radio proposal
The figures behind the Murdoch acquisition
A cable scrambling situationer

MEETING OF MINDS □ Leaders of top trade associations related to radio meet at NAB for discussion of proposed "super radio" association. **PAGE 31.**

PUTTING IT TOGETHER □ Rupert Murdoch and investment bankers still assembling financial package for Metromedia purchase. **PAGE 35.**

FIRST REMEMBERED □ Broadcasters and members of the legal community, among others, are kicking off bicentennial celebration of the U.S. Constitution. **PAGE 36.**

HOLLYWOOD BEAT □ Agreement is reached whereby Murdoch will keep Metromedia Producers Corp. autonomous production unit, although Murdoch owns 50% of another studio, 20th Century Fox. **PAGE 36.**

GOING PUBLIC □ Two companies with divergent interests in the Fifth Estate, cable MSO Rogers Cablesystems and group broadcaster TVX, make public offering statements. **PAGE 37.**

TAKING A LOOK □ FCC designates former Dodge City, Kan., station, KTTL(FM), for rehearing but programing issues will not be a part of proceedings. **PAGE 38.**

MOUNTING OFFENSIVE □ ABC is making inroads into CBS dominance in daytime ratings among the networks. **PAGE 42.**

AOR LOOK □ Torbet Radio study finds that successful album-oriented-rock formats are "melting pots" for other format possibilities. **PAGE 46.**

TAKING BIDS □ Some 150 companies mailed prospectuses for UPI. **PAGE 55.**

SAYING NO □ FCC shelves tariff relief request made by NAB that seeks to alleviate higher rates for radio stations. **PAGE 60.**

FROM ONE AGENCY TO ANOTHER □ FCC reprimands Los Angeles sheriff's office for alleged improper influence in UHF television proceeding. **PAGE 60.**

TRICKLING IN □ ABC/Capcities merger draws few petitions to deny at FCC. **PAGE 62.**

OPENING DAY □ CBS's new magazine show, *West 57th*, opens to mixed reviews. **PAGE 68.**

CONUS CONNECTION □ Satellite news gathering company plans "full text" television from Washington for the benefit of stations nationwide. **PAGE 69.**

NEW INFO □ Bonneville Telecommunications announces expansion of its text service with three new financial-information services for users of Macintosh computer. **PAGE 71.**

THE RIGHT PLACE □ Ray Stanfield, of Chapman Associates, has had a varied career in broadcasting, but he has found his niche in the successful sale of broadcast properties. **PAGE 95.**

INDEX TO DEPARTMENTS

Business 55	Editorials 98	Journalism 68	Riding Gain 64
Business Briefly 14	Fates & Fortunes 92	Law & Regulation 60	Stock Index 58
Cablecastings 10	Fifth Estater 95	The Media 71	Telecastings 74
Changing Hands 71	For the Record 75	Monday Memo 28	
Closed Circuit 7	In Brief 96	Open Mike 24	
Datebook 20	In Sync 73	Programing 42	

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $65, two years $125, three years $175. Canadian and other international subscribers add $20 per year. U.S. and possessions $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually, *Broadcasting* □ *Cablecasting Yearbook* $85. *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS: Allstate Insurance Co. 26 □ Americom Media Brokers 72 □ Associated Press Broadcast Services 14 □ Blackburn & Co., Inc. 70 □ Blair Radio-Blair/RAR 65 □ BrightStar 11 □ Broadcast Electronics Inc. 18 □ CBS RadioRadio 21 □ Classified Ads 81-91 □ Continental Electronics 66 □ R.C. Crisler & Co. 73 □ Drake-Chenault 45 □ Gabriel Awards 24 □ Gammon & Ninowski Media Investments, Inc. 75 □ GGP Sports 59 □ Gilmore Broadcasting Corp. Third Cover □ Grandy & Berkson Media Brokers 74 □ Ted Hepburn 71 □ ITC Entertainment 39 □ Katz Communications 6 □ Kalamusic 64 □ King World Enterprises 15 □ Lorimar 8-9 □ Lutheran TV 12-13 □ MIPCOM '85 67 □ MGM/UA Television Front Cover, 4-5 □ Morgan Stanley & Co. 30 □ Multimedia Entertainment 27 □ Panasonic 23 □ Paramount Domestic Television and Video Programming 40-41 □ Procter & Gamble Productions 63 □ Professional Cards 78, 79 □ RKO General 19 □ Service Directory 79 □ 3M Tape 47-55 □ Torbet 29 □ Tribune Entertainment 25 □ Visnews International (U.S.A.) 69 □ Vital Industries, Inc. Second Cover □ Warner Bros. Television Distribution 16-17 □ The Lawrence Welk Big Band Radio Show 68 □ Westwood One Radio Network 43 □ WIS-TV 57 □ WJKS-TV 61 □ WLTV-TV Fourth Cover

closely. "They have to be as fresh as possible," he said, "and that doesn't happen overnight."

At NBC Entertainment, Brian Frons, vice president of daytime programs, said that producers of the third-placed network's shows have changed their emphasis, with action and adventure being accented to bring in younger audiences. NBC has five shows in development for the 10-11 a.m. NYT hour on its schedule. Frons also said NBC is "taking a hard look" at the future of *Search for Tomorrow* (12:30-1 p.m. NYT). In all, he said, bringing NBC back in ratings will require "drastic improvements" from 12:30 to 4 p.m. "That's where the money is," he said in reference to advertising dollars, "and that's where there's softness in the competition." Such softness, he said, was a reference to the effect a hit such as ABC's *General Hospital* could have on a daypart that is not prone to change easily.

NBC has reported that it is the only network that gained female viewers 18 years of age and older from Oct. 1, 1984, to May 24, 1985, going from 3.59 million during the same period a year ago to 3.72 million this year, a gain of 4%. For the same period, CBS slipped from 5.16 million to 4.96 million, a decline of 9%, and ABC from 5.07 million to 4.69 million, a decline of 7%.

Frons said that the strength of NBC's schedule was in its two "powerhouses"—*Wheel of Fortune* (11-11:30 a.m. NYT) and *Days of Our Lives* (1-2 p.m. NYT)—adding that the success of the schedule depends on *Days*: "Whither goes *Days* goes the afternoon lineup."

As for the progress of *Santa Barbara*, which finds itself in a tough position (3-4 p.m. NYT) opposite *General Hospital* on ABC and *Guiding Light* on CBS, Frons reiterated NBC Chairman Grant Tinker's willingness to give the show a two-year trial. □

Torbet study tracks attitudes about AOR

Choice of records, use of consultants are subjects

Many album-oriented rock (AOR) station managers and program directors believe the most successful AOR outlets are "melting pots" of many other formats. That was one of the findings of a Torbet Radio programing survey which obtained responses from 109 AOR station managers (50) and program directors (59).

The survey also revealed that over half of

Twelve in a row for NBC

NBC racked up its 12th consecutive ratings victory during the week ending Aug.11, with a Nielsen National Television Index average rating/share of 12.6/24. And ABC managed to better its usual summer performance thanks largely to a rebroadcast on Tuesday (9-11 p.m. NYT) of the pilot of ***Moonlighting***, which tied for third for the week. ABC and CBS each scored 11.2/21.

NBC had four of the week's top five programs, and six of the top 10, as CBS and NBC each had two of the top 10. Among the top 10 for NBC was an unsuccessful pilot for the 1984-85 season, ***Anything for Love***, starring Vicki Lawrence and Lauren Tewes, which placed 10th. According to an NBC spokesman, the network is considering bringing the show back into production, possibly as a midseason replacement. NBC has already ordered two more scripts, but has not OK'd production. A new cast would be used if it is produced, and it would be retitled ***What Are Friends For?***.

The premiere of NBC's new news magazine, ***American Almanac***, with Roger Mudd (Tuesday 10-11 p.m. NYT), scored a 10.1/18 to place 45th on the week's schedule of 63 programs. The week's other two news magazines, ***20/20*** (16.5/30) on ABC and ***60 Minutes*** (16.2/35) on CBS, were seventh and eighth, respectively.

Ratings and the number of homes using television (HUT) were down from last year, which was boosted by the summer Olympics, continuing a pattern seen in recent weeks. HUT's were at 53.9, compared to 56.9 in the same week last year. Combined network ratings were down from 43.4 last year to 35, and combined shares were down from 77.6 to 65.3.

In nightly wins, ABC took Saturday and Tuesday (the highest-rated night of the week) while NBC took Wednesday, Thursday and Friday and CBS took Monday and Sunday.

- A closer race than usual for a Monday took place last week, with CBS pulling out a victory, but only by one-tenth of a rating point. The ***ABC Monday Night Movie*** (14.1/24), ***Command 5***, scored a 14.1, with its second hour getting a 14.8 rating.
- ABC won Tuesday night with the third-ranked ***Moonlighting*** pilot, along with a good lead-in at 8-9 p.m. with ***Who's the Boss*** (13.8/27) and ***Three's a Crowd*** (14.3/26). The ***CBS Tuesday Night Movie***, "The Wall," got an 8/14. ***American Almanac*** got a 10.1/18 on NBC at 10-11.
- With ***Anything for Love*** and the fifth-ranked ***Facts of Life*** (9-9:30), NBC took Wednesday. ***Steel Collar Man***, an unsuccessful pilot on CBS at 8-9 p.m., did an 11/21.
- In NBC's Thursday line-up, the addition of another episode of ***Cheers***, in place of ***Night Court***, gave the network both the 8-9 and the 9-10 hours. But NBC could not win 10-11 from ABC's ***20/20***.
- Friday, another NBC win, saw ***Miami Vice*** (10-11) capture an 18.6/34 to rank second for the week. At 8-10, ABC was winning the night, with ***Webster***, ***Comedy Factory***, ***Benson*** and ***Off the Rack***.
- Saturday saw ABC win the night, even though it lost 10-11 p.m. to ***Hunter*** (11.1/22). At 8-11, the ***CBS Saturday Night Movie***, "Ivanhoe," scored a 9.3/19.
- Sunday belonged to CBS's regular lineup with the number eight and six shows, ***60 Minutes*** (7-8), and ***Murder, She Wrote*** (8-9). ***Crazy Like a Fox*** (9-10) placed 12th.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	19.6/39
2.	Miami Vice	NBC	18.6/34
3.	Family Ties	NBC	18.3/34
4.	Moonlighting	ABC	18.3/32
5.	Facts of Life	NBC	17.4/31
6.	Murder, She Wrote	CBS	16.7/32
7.	20/20	ABC	16.5/30
8.	60 Minutes	CBS	16.2/35
9.	Cheers	NBC	15.8/29
10.	Anything for Love	NBC	15.7/28
11.	Cheers	NBC	15.6/27
12.	Crazy Like a Fox	CBS	15.2/27
13.	Highway to Heaven	NBC	14.4/27
14.	Three's A Crowd	ABC	14.3/26
15.	Newhart	CBS	14.3/23
16.	The Cradle Will Fall	CBS	14.1/25
17.	Kate & Allie	CBS	14.1/24
18.	Command 5	ABC	14.1/24
19.	Trapper John, M.D.	CBS	14.0/25
20.	Her Life as a Man	NBC	13.9/25
21.	Who's the Boss?	ABC	13.8/27
22.	The Covenant	NBC	13.7/23
23.	A Team	NBC	13.4/25
24.	Cagney & Lacey	CBS	13.2/23
25.	Simon & Simon	CBS	12.8/23
26.	Riptide	NBC	12.3/21
27.	Hill Street Blues	NBC	12.2/22
28.	TV Bloopers & Practical Jokes	NBC	12.2/22
29.	Scarecrow & Mrs. King	CBS	12.0/22
30.	Webster	ABC	11.9/27
31.	St. Elsewhere	NBC	11.5/21
32.	Benson	ABC	11.2/23
33.	Hunter	NBC	11.1/22
34.	D-6-B: Steel Collar Man	CBS	11.0/21
35.	Love Boat	ABC	10.9/22
36.	Scene of the Crime	NBC	10.9/20
37.	T.J. Hooker	ABC	10.8/24
38.	Hardcastle & McCormick	ABC	10.8/20
39.	Off the Rack	ABC	10.7/20
40.	Finder of Lost Loves	ABC	10.6/21
41.	Comedy Factory	ABC	10.5/22
42.	Hotel	ABC	10.5/19
43.	Motown Review	NBC	10.4/20
44.	Disney Special	NBC	10.1/20
45.	American Almanac	NBC	10.1/18
46.	Gimme A Break	NBC	9.4/19
47.	Life's Embarrassing Moments	ABC	9.4/17
48.	Ivanhoe	CBS	9.3/19
49.	Mama's Family	NBC	9.3/18
50.	Venom	ABC	9.0/17
51.	The Electric Horseman	ABC	9.0/16
52.	Zorro, The Gay Blade	CBS	8.9/17
53.	Magnum, P.I.	CBS	8.7/17
54.	Knight Rider	NBC	8.6/19
55.	Knots Landing	CBS	8.5/15
56.	Foulups, Beeps & Blunders	ABC	8.3/15
57.	The Wall	CBS	8.0/14
58.	Our Time	NBC	7.8/18
59.	Rock 'n' Roll Summer Action	ABC	7.6/14
60.	It's Your Move	NBC	7.5/16
61.	Ripley's Believe it or Not	ABC	6.9/15
62.	Dynasty	ABC	6.8/12
63.	Dukes of Hazzard	CBS	6.1/13

*indicates premiere episode

■ WKQB (107.5 mhz) North Charleston, S.C.—Seeks CP to change HAAT to 1,005 ft. App. Aug. 7.

■ WTCB-FM (106.7 mhz) Orangeburg, S.C.—Seeks CP to install aux. sys. App. Aug. 7.

■ WGOX (101.7 mhz) Ravenel, S.C.—Seeks CP to change ERP to 1.32 kw and change HAAT to 482 ft. App. Aug. 12.

■ WTPR-FM (105.5 mhz) Paris, Tenn.—Seeks CP to change ERP to 2 kw and change HAAT to 390.32 ft. App. Aug. 7.

■ KAYD (97.5 mhz) Beaumont, Tex.—Seeks mod. of CP to change TL; change HAAT to 482.16 ft., and make changes in ant. sys. App. Aug. 7.

■ KIOU (96.5 mhz) Corpus Christi, Tex.—Seeks CP to change TL; change ERP to 97 kw, and change HAAT to 1,001 ft. App. Aug. 7.

■ KWCB (94.3 mhz) Floresville, Tex.—Seeks CP to install aux. sys.; change TL and SL to 1905 10th Street, Floresville, and change HAAT to 300 ft. App. Aug. 7.

■ KNOK-FM (107.5 mhz) Fort Worth—Seeks CP to change TL; change ERP to 26.3 kw, and change HAAT to 1,577.7 ft. App. Aug. 6.

■ KNIF (95.3 mhz) Gilmer, Tex.—Seeks CP to change ERP to 1 kw and change HAAT to 574 ft. App. Aug. 9.

■ KGRA (106.3 mhz) Kermit, Tex.—Seeks mod. of CP to change TL; change HAAT to 274 ft., and make changes in ant. sys. App. Aug. 7.

■ KSAQ (96.1 mhz) San Antonio, Tex.—Seeks CP to change TL and change HAAT to 1,635 ft. App. Aug. 7.

■ WSVS-FM (104.7 mhz) Crewe, Va.—Seeks CP to change TL and change HAAT to 982 ft. App. Aug. 7.

■ WPED-FM (102.3 mhz) Crozet, Va.—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 239.44 ft. App. Aug. 7.

■ *WJYJ (90.5 mhz) Fredericksburg, Va.—Seeks CP to change ERP to 35 kw; change HAAT to 538 ft. App. Aug. 8.

■ WTID (106.9 mhz) Suffolk, Va.—Seeks CP to change TL and change HAAT to 1474.69 ft. App. Aug. 7.

■ WPKX-FM (105.9 mhz) Woodbridge, Va.—Seeks mod. of CP to change ERP to 28 kw and change HAAT to 647.96 ft. App. Aug. 7.

■ KFFM (107.3 mhz) Yakima, Wash.—Seeks CP to change TL and change HAAT to 1,500 ft. App. Aug. 7.

■ WVCX (98.9 mhz) Tomah, Wis.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,193 ft., and make changes in ant. sys. App. Aug. 7.

TV's

Accepted

■ KARK-TV (ch. 4) Little Rock, Ark.—Seeks CP to replace ant. App. Aug. 6.

■ WXIX-TV (ch. 19) Newport, Ky.—Seeks CP to change ERP to vis. 3,797 kw, aur. 380 kw; change HAAT to 1,506 ft., and replace ant. App. Aug. 12.

■ WDAU-TV (ch. 22) Scranton, Pa.—Seeks CP to install aux. sys. App. Aug. 7.

Actions

AM's

■ KWXY (1340 khz) Cathedral City, Calif.—Granted app. to increase day power to 1 kw. Action Aug. 1.

■ KKDV (1390 khz) Fields Landing, Calif.—Granted app. to change TL. Action July 26.

■ KCBQ (1170 khz) San Diego—Granted app. to change daytime monitored radials. Action Aug. 1.

■ KGDP (660 khz) Santa Ynez, Calif.—Granted app. to change TL. Action Aug. 5.

■ KZZZ (94.7 mhz) Kingman, Ariz.—Dismissed app. to change TL; change ERP to 25.22 kw, and change HAAT to 3,640.48 ft. Action Aug. 5.

■ WLS (890 khz) Chicago—Granted app. to replace aux. ant. Action Aug. 1.

■ WCEG (1530 khz) Middleborough, Mass.—Granted app. to change TL and make changes in ant. sys. Action Aug. 1.

■ WEW (770 khz) St. Louis—Returned app. to increase power to 10 kw; install DA-D, and make changes in ant. sys. Action Aug. 5.

■ WBUD (1260 khz) Trenton, N.J.—Granted app. to modify nighttime standard direction pattern. Action Aug. 1.

■ WARD (1550 khz) Pittston, Pa.—Granted app. to change TL. Action Aug. 1.

■ WENA (1330 khz) Penuelas, P.R.—Returned app. to increase day power to 2.5 kw and night power to 1 kw. Action Aug. 5.

FM's

■ KLOS (95.5 mhz) Los Angeles—Granted app. to operate formerly authorized facilities as first aux. and to operate formerly authorized aux. facilities as second aux. Action July 30.

■ KNCQ (97.3 mhz) Redding, Calif.—Dismissed app. to change TL and change HAAT to 1,554.72 ft. Action Aug. 2.

■ *WRAS (88.5 mhz) Atlanta—Granted app. to move ant. 724 ft. from authorized site and change tower height. Action July 31.

■ WAYU (93.9 mhz) Lewiston, Me.—Granted app. to install transmission sys. Action July 31.

■ WMUZ (103.5 mhz) Detroit—Granted app. to change ERP to 50 kw and change HAAT to 500 ft. Action Aug. 5.

■ KRGK (104.9 mhz) Carthage, Mo.—Dismissed app. to operate formerly authorized facilities as aux. Action Aug. 2.

TV's

■ WHBR (ch. 33) Pensacola, Fla.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,365 ft.; replace ant., and change TL. Action Aug. 2.

■ KMSS-TV (ch. 33) Shreveport, La.—Granted app. to change ERP to vis. 4,532 kw, aur. 453.2 kw; change HAAT to 1,813 ft.; replace ant., and change TL. Action July 31.

■ WWAT (ch. 53) Chillicothe, Ohio—Granted app. to change ERP to vis. 615 kw, aur. 61.5 kw; change HAAT to 604 ft.; change ant., and change TL. Action Aug. 2.

■ KDOR (ch. 17) Bartlesville, Okla.—Granted app. to change ERP to vis. 3,981 kw, aur. 398 kw; change HAAT to 1,247 ft.; replace ant., and change TL. Action Aug. 5.

Call Letters

Applications

Call	*Sought by*
	New FM's
KDEC-FM	The Scenic Broadcasting Co. Decorah, Iowa

Summary of broadcasting as of June 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,792	170	4,962
Commercial FM	3,801	418	4,219
Educational FM	1,194	173	1,367
Total Radio	9,787	761	10,548
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	374	222	596
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,214	273	1,487
VHF LPTV	218	74	292
UHF LPTV	127	136	263
Total LPTV	345	210	555
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

KAWQ	Cheryl A. Stallard, Wamego, Kan.
	Existing AM
KDYN	KZRK Ozark Communications Inc., Ozark, Ark.
	Existing FM's
KDYN-FM	KZRK-FM Ozark Communications Inc., Ozark, Ark.
WBCI	WNON Boone County Broadcasters Inc., Lebanon, Ind.
*WVWV	WHPW West Virginia Educational Broadcasting Authority, Huntington, W. Va.

Grants

Call	*Assigned to*
	New AM
WCOR	Virginia L. Baker, dba Mint Hill Media, Mint Hill, N.C.
	New FM
*KAOR	The University of South Dakota, Vermillion, S.D.
	New TV
KTGF	Video International Publisher Inc., Great Falls, Mont.
	Existing AM's
WSFU	WACQ A.B. Helms, dba Helms Broadcasting, Tallassee, Ala.
KFIV	KZUN Community Modesto Broadcasting Corp., Modesto, Calif.
WNAQ	WNVR Sage Broadcasting Corp. of Naugatuck Inc., Naugatuck, Conn.
WOPY	WIIZ Caleb Communications Inc., Jacksonville, N.C.
WWNK	WSAI Booth American Co., Cincinnati
KXXY	KCNN Summit Communications of Oklahoma Inc., Oklahoma City
KBOY	KRVC M-3-X Inc., Medford, Ore.
WOBG	WNOW Penn Central Broadcasting Inc., York, Pa.
WDVT	WFLN Masada Corp., Philadelphia
	Existing FM's
WSFU-FM	WSCA A.B. Helms, dba Helms Broadcasting, Union Springs, Ala.
KQNS-FM	KRUE Smoky Hill Broadcasting Co., Lindsborg, Kan.
KYYX	KILA Columbia Theater Co., Henderson, Nev.
*KILA	KYYD Faith Communications Corp., Las Vegas
WWNK-FM	WKXF Booth American Co., Cincinnati
WSAN	WLID Carlos Juan Colon Ventura, Vieques, P.R.
KLTY	KJIM Statewide Broadcasting of Dallas Inc., Arlington, Tex.
	Existing TV's
WBOT-TV	WDVI Delaware Valley Broadcasters Limited Partnership, Wilmington, Del.
WXIN	WPDS-TV Outlet Communications Inc., Indianapolis
KTVH	KTVG KTVH Inc., Helena, Mont.
WJCB	WUHX-TV Tidewater Christian Communications Corp., Norfolk, Va.